LEO BURNETT COMPANY, Inc.
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For the smokers of America
who prefer low tar and nicotine cigarettes.

Marlboro Lights

Marlboro Lights, for those smokers who prefer the lighter taste of a low tar and nicotine cigarette. Made with the same famous quality as full-flavored Marlboro—America's fastest-growing brand.

Marlboro Lights: 14 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method

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